

CLAYTON PARKS AND RECREATION COMISSION MEETING

Monday, November 5, 2012

The Center of Clayton – Multipurpose Room C

Members present: Ira Berkowitz, Mimi Deem, Michelle Harris, Laurel Harrington, Darryl Higuchi, Andrea Maddox-Dallas, Eric Schneider, and Mark Stapleton.

Absent: Brad Bernstein, Marguerite Garrick, and Melanie Tamsky.

Also Present: Chris Cholley, Patty DeForrest, Korey Golcynski, Eric Gruenenfelder, Patrick Magee, Jason Quinton, Ted Spaid and Denise Ucinski.

Approval of Minutes:

Minutes from the October meeting were approved as written.

Addresses from the Audience:

There were no addresses from the audience.

Safety in the Park:

At the request of the Commission, Officer Korey Golcynski reported on safety in Clayton Parks. He stated that he researched the last twelve months of police reports in relation to the parks and, based on his research, believes Clayton Parks are safe and very well maintained. There have been some car break-ins, mainly along Shaw Park Drive. Car break-ins have been occurring throughout St. Louis. Thefts that have taken place in Clayton are typically due to the fact that purses and other valuables are left out in plain view. Officer Golcynski said that it is important to hide valuables and lock car doors. He also reported that other police reports were in relation to injuries that took place on the athletic fields.

He commended staff for doing a great job of diffusing situations on the basketball courts at The Center of Clayton. Office Golcynski also said he feels comfortable at The Center during all hours of the day.

Shaw Park Master Plan Overlay:

Mr. Ted Spaid from SWT presented preliminary details about the Shaw Park Master Plan Overlay. (See the attached presentation for additional details.) He indicated that, due to the success of the Clayton Century Foundation (CCF) and the interest of a Clayton businessman, SWT will be able to add more detail to the master plan. Mr. Spaid explained that he and his staff are looking at the existing conditions of Shaw Park and at other City of Clayton strategic plans. He referred to the lack of entry at Forsyth and Brentwood Boulevard, and suggested enhancing the area. SWT will review the new information about the ice rink, and will envision how the space might look between the ice rink and the aquatic center.

The overlay process will include stakeholders reviewing the current vision, goals and the timeline. Other parts of the process include: data collection, budget review, maintenance and future costs as well as policy development with outreach partners. The final plan will go to the Board of Alderman for approval.

Mr. Spaid has begun working on the overlay. He explained his ideas and discussed the key projects which will be addressed in the overlay. There are ways to create multiple layers of activity in the park but he noted that it is important to remember the importance of open space. The next step is to create a steering committee. Donors will be involved in separate committee. The process will take six months.

Shaw Park Aquatic Center – Year End Report:

Mr. Jason Quinton, Mr. Chris Cholley and Mr. Patrick Magee presented the Shaw Park Aquatic Center Year End report. (See the attached presentation for additional details.) Mr. Quinton stated that the 2012 Shaw Park Aquatic Center (SPAC) season was hot and very busy. There were fewer rentals

groups this season but an increase in total numbers of people using the pool. This resulted in an increase in water and chlorine usage. There was a net increase in revenue from FY11 to FY12. Sixty-six percent of the aquatic center revenue was from season pass sales, and 56% percent of those sales were from resident season passes. Sixty-two percent of expenditures were aquatic personnel costs. Facility usage has continued to increase over the last four years. SPAC is the largest revenue generator out of all the parks and recreation facilities.

Mr. Cholley reported that private lesson revenue increased by 15.8% this year. The recreation swim team and the junior lifeguard program were successful. The junior lifeguard program helps cultivate future staff. Season highlights include: a safe season, the 3rd annual World's Largest Swim Lesson which promotes swim safety, the Fourth of July celebration and family dinner night with live music. Mr. Cholley also mentioned that next year he will do more outreach to Clayton schools to help promote the World's Largest Swim Lesson.

Mr. Magee talked about affiliated user groups and stated that the percentage of water polo participants was 20% higher than last year. He also reported that Sips n' Bits, which is the new contractual vendor operating concessions at the aquatic center, was well received by the public. Mr. Magee stated that Sips n' Bits was able to offer new menu items, healthier menu options than the Snack Shack and patrons had the ability to pay with a credit card. Eighty-nine percent of patrons were satisfied with new concession operations. Ms. DeForrest said the City will likely contract with Sips n' Bits next year, but nothing is in place yet.

Staff reported that the SPAC membership survey satisfaction scores improved in almost every area. Locker room cleanliness satisfaction rating was 56%. This has traditionally been a problem area for us. It was reported that the locker room flooring is the issue because no matter what steps are taken to clean it, the floor does not look clean.

Mr. Schneider mentioned that on weekends during regular business hours having four lap lanes for lap swimmers and four for recreation swim worked well. Mr. Quinton said he gave his pool managers the directive to determine to add more lap lanes based upon clientele during slower times. Mr. Quinton will be sure to inform staff about having enough lap lanes for recreational swimming during public sessions.

Director's Report:

Ms. DeForrest reported the following:

- The Hanley House porch project started today.
- The Dog Park Committee has raised nearly \$35,000; they will be having a fundraising meeting in November.
- A Centennial update will be provided at next month's meeting.
- Potential art for the Moneta Garden at the north end of Shaw Park was shown to the Commission. The Clayton Century Foundation applied for the art work through St. Louis County and is waiting on an official agreement. The Commission will need to approve it.

Old Business / New Business:

Ms. DeForrest reminded the Commission that a Steering Committee needs to be formed to assist with the Master Plan Overlay. Two Commission members need to be on the committee to help make decisions about how the process will move forward. The donor advisory group will be separate. She asked Commission members to consider being part of the Steering Committee and to email Ms. Deem if they are interested in helping.

Meeting adjourned at 8:50 pm

Respectfully Submitted By:

Denise Ucinski